

IN THE CLAIMS

1. (Currently Amended) A method of multi-stage creation of ~~Rich Media Content~~ multimedia content, comprising the steps of:

a) accessing ~~the Rich Media~~ multimedia assets using a processor as an authoring tool to create a ~~Multimedia Vehicle Repository (MVR)~~ multimedia repository file of selected stored ~~Rich Media~~ multimedia assets in a text based format;

b) creating a multimedia description file in a template for ~~structuring Rich Media Content~~ formatting multimedia content; and

c) combining the ~~template~~ multimedia repository file of selected stored multimedia assets and the ~~Rich Media Content~~ multimedia content description file ~~in the processor~~ to create a ~~MVR~~ multimedia repository file executable on a multimedia player.

2. (Currently Amended) The method of Claim 1 further comprising the step of:

d) injecting other content into the ~~Rich Media Content~~ multimedia content description file by another user.

3. (Currently Amended) The method of Claim 1 further comprising the step of:

e) creating an ~~XML-based MVR~~ extensible markup language-based multimedia repository file.

4. (Currently Amended) The method of Claim 1 further comprising the step of:

f) using a textual editor to create an ~~MVR-XML~~ extensible markup language-based multimedia repository file.

5. (Currently Amended) The method of Claim 1 further comprising the step of:

g) using an ~~MVR-XML~~ extensible markup language-based multimedia repository file as a data interchange among other ~~Rich Media Content~~ multimedia content creation applications.

6. (Currently Amended) The method of Claim 1 further comprising the step of:
h) managing the creation of the template and ~~Rich Media Content~~ the multimedia content description file in stages by different users.

7. (Currently Amended) The method of Claim 1 further comprising the step of:
i) operating the processor in a batch mode to combine the ~~template~~ multimedia repository file of selected stored multimedia assets and the ~~Rich Media Content~~ multimedia content description file into a ~~Multimedia Vehicle Repository (MVR)~~ multimedia repository file executable on a multimedia player.

8. (Currently Amended) The method of Claim 1 wherein the processor runs in a batch mode for combining the ~~template~~ multimedia repository file of selected stored multimedia assets and the ~~Rich Media Content~~ multimedia content description file.

9. (Currently Amended) The method of Claim 1 wherein the ~~Rich Media Content~~ multimedia content description file is created in stages by different users injecting content into the template.

10. (Currently Amended) The method of Claim 1 wherein the ~~MVR~~ multimedia repository file is a ~~Rich Media~~ multimedia container in a binary format.

11. (Currently Amended) A system for multi-stage creation of editable ~~Rich Media~~ multimedia content executable on a multimedia player, comprising:

- a) processor means for accessing selected ~~Rich Media~~ multimedia assets and creating a multimedia repository file of the selected ~~Rich Media~~ multimedia content in an text based format;
- b) means for creating and storing a multimedia content description file in a template for ~~assembling the Rich Media~~ formatting multimedia content; and

c) processor means for combining the ~~template~~ multimedia repository file of selected multimedia content and the multimedia content description file into a multimedia repository file executable on a multimedia player.

12. (Currently Amended) The system of Claim 11 further comprising:

d) means managing the creation of the template and ~~Rich Media Content~~ the multimedia content description file in stages by different users.

13. (Currently Amended) The system of Claim 11 further comprising:

e) means operating the processor in a batch mode to combine the ~~template~~ multimedia repository file of selected stored multimedia assets and the ~~Rich Media Content~~ multimedia content description file into a ~~Multimedia Vehicle Repository (MVR)~~ multimedia repository file executable on a multimedia player.

14. (Currently Amended) A program medium executable in a computer system for multi-stage creation of ~~Rich Media Content~~ multimedia content, comprising:

a) program code in a medium for accessing the ~~Rich Media~~ multimedia assets using a processor as an authoring tool to create a ~~Multimedia Vehicle Repository (MVR)~~ multimedia repository file of selected stored ~~Rich Media~~ multimedia assets in an text based format;

b) program code in a medium for creating a multimedia description file in a template for ~~structuring Rich Media Content~~ formatting multimedia content; and

c) program code in a medium for combining the ~~template~~ multimedia repository file of selected stored multimedia assets and the ~~Rich Media Content~~ multimedia content description file ~~in the processor~~ to create an ~~MVR~~ a multimedia repository file executable on a multimedia player; and

d) injecting other content into the ~~Rich Media Content~~ multimedia content description file by another user.

15. (Currently Amended) The medium of Claim 14 further comprising:

e) program code creating an ~~XML-based MVR~~ extensible markup language-based multimedia repository file.

16. (Currently Amended) The medium of Claim 14 further comprising:

f) program code creating an ~~MVR-XML~~ extensible markup language-based multimedia repository file using a textual editor.

17. (Currently Amended) The medium of Claim 14 further comprising:

g) program code using an ~~MVR-XML~~ extensible markup language-based multimedia repository file as a data interchange among other ~~Rich Media Content~~ multimedia creation applications.

18. (Currently Amended) The medium of Claim 14 further comprising:

h) program code managing the creation of the template and ~~Rich Media Content~~ multimedia content description file in stages by different users.

19. (Currently Amended) The medium of Claim 14 further comprising:

i) program code operating the processor in a batch mode to combine the template and the ~~Rich Media Content~~ multimedia content description file into a ~~Multimedia Vehicle Repository (MVR)~~ multimedia repository file executable on a multimedia player.

20. (Currently Amended) The medium of Claim 14 further comprising:

j) program code running the processor in a batch mode for combining the ~~template multimedia repository file of selected multimedia assets~~ and the ~~Rich Media Content~~ multimedia content description file.